



**Geary Boulevard Sewer and Water Improvements Phase 2
Small Business Working Group Meeting
July 15, 2025**

Geary Boulevard Sewer and Water Improvements Phase 2

Construction Updates

Sewer Work

➤ Segment A

- Open trench construction is complete
 - Included pipeline installation and lower lateral replacements
- Trenchless construction expected in Spring 2026



➤ Segment B

- Work commenced July 7
 - Constructing new sewer structure at the intersection of 8th Avenue
 - Intersection of 8th Avenue and Geary Boulevard closed to northbound and southbound traffic during this work
 - Intersection closures at 7th and 6th avenues to follow

Construction Updates

Water Work in Segment A

- **16" transmission line:** Installation complete
- **8" distribution line**
 - South side: Installation complete
 - North side: Installation expected completion by end of July
- **Connections**
 - Newly installed water mains are being put into service
 - Most properties on the south side of Geary between 32nd Avenue and Park Presidio have been connected to the new water main
 - Connections on the north side of Geary expected to begin in late July or early August



Fiber Conduit Work in Segment A

- Expected to begin in mid-July
- Work will occur on the north side of Geary
- Crews will begin at 12th Avenue and move west



Street Restoration in Segment A

➤ Concrete street base

- Restoring the foundational layer beneath the asphalt
- Temporary paving placed on top; in place until final paving
- In progress on the south side; restoration between 32nd and 26th avenues complete

➤ Final paving

- Will occur at the completion of the SFMTA's surface level Transit and Safety Improvements



Business Support Services

Marketing Campaign

What We've Heard

From the marketing survey and our Working Group meetings

➤ Areas of importance include:

- Encouraging customers to visit the corridor during construction
- Finding ways to attract visitors from other areas of the City
- Letting people know what The Richmond District has to offer

Marketing Campaign

What We've Heard

From the marketing survey and during our Working Group meetings

➤ Feedback

- Signage was viewed as the most helpful campaign idea
- Street pole banners could be a good tool to get messages out and are visually appealing
- SFMTA's "Everything You Need" bus ad campaign was viewed favorably
- Participation from merchants would be hard at this time for ideas such as a community event

Marketing Campaign

Let's think about....

Packaging some ideas together for a cohesive campaign that reaches across the City!

Street Pole Banners

Purpose

- Encourage shopping and dining on Geary with signage displayed on street poles

Process

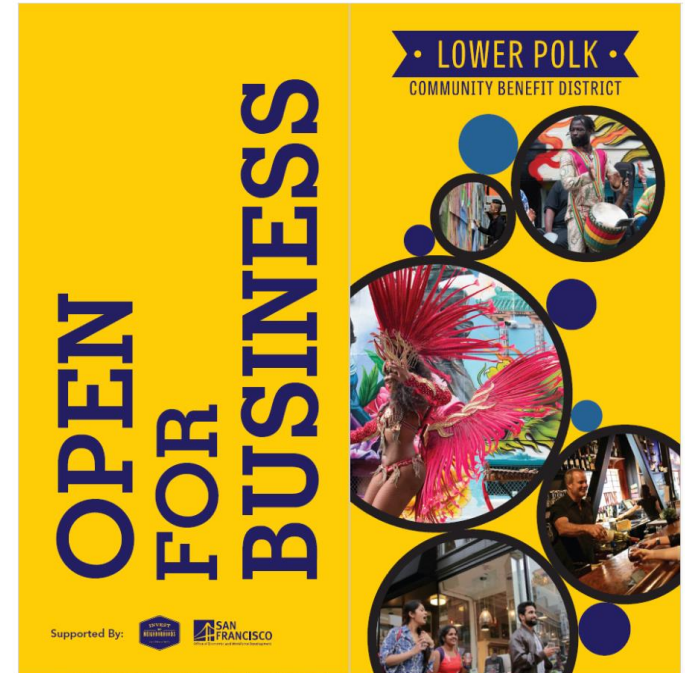
- Determine geographic boundaries of banners
- Develop artwork for Working Group to review
- Coordinate production and installation of banners

Considerations

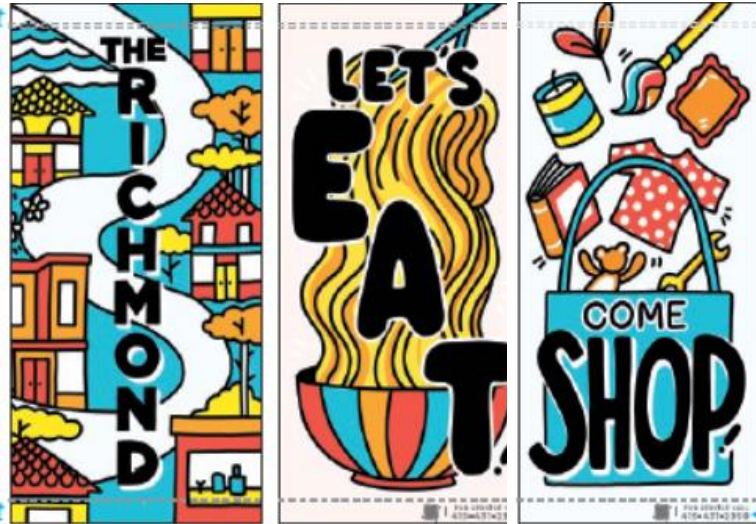
- Placement subject to availability
- Messaging needs to be short and concise
- Placement in other neighborhoods will require coordination with those merchant groups

Quantity

- 60 banners = 30 poles, 2 double-sided banners per pole



Street Pole Banners



Clement Street Banners

- Currently installed on Clement St
- Would require approval from Clement Street Merchants Association to use artwork on Geary banners
- Can provide a cohesive look for Richmond District



Geary Banner Ideas

- General idea for discussion
- Not reflective of actual artwork that would be used

Muni Car Cards

Purpose

- Utilize interior bus ad space offered to city agencies for PSAs to raise awareness of the corridor

Process

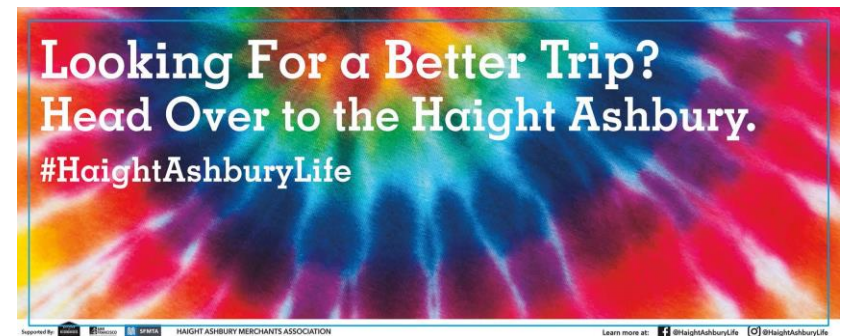
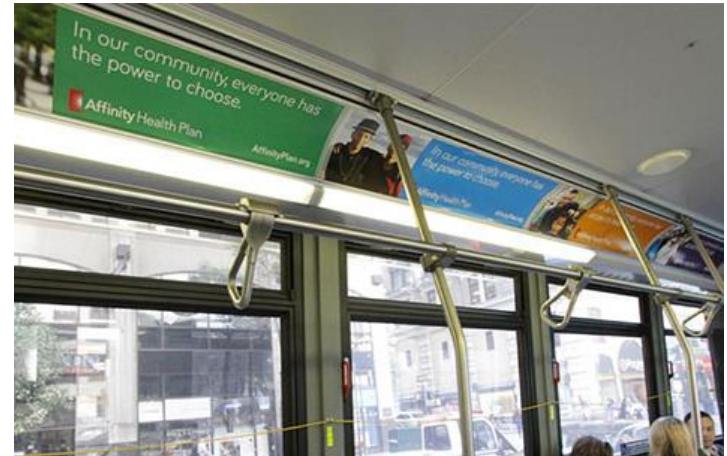
- Design artwork for Working Group to review
- Print posters
- Coordinate with MTA

Considerations

- Reach is citywide, not targeted to specific bus lines
- Artwork must be approved by MTA

Quantity

- 1,000 interior car cards



Social Media / Online Ads

Purpose

- Engage current and new visitors with online ads across social media platforms and other online outlets

Process

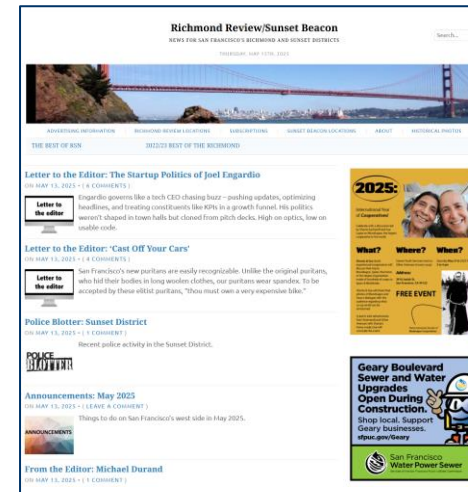
- Develop artwork for Working Group to review
- Manage ad placement across social media and online platforms

Considerations

- Can be as small or large as desired
- Campaigns could be general or tied to special times of year (i.e. holidays, festivals)

Quantity

- Total reach and number of impressions will depend on level of investment



Tile ads or banner ads

Posters

Purpose

- Catch the eye of residents and visitors with customized campaign posters in storefront windows

Process

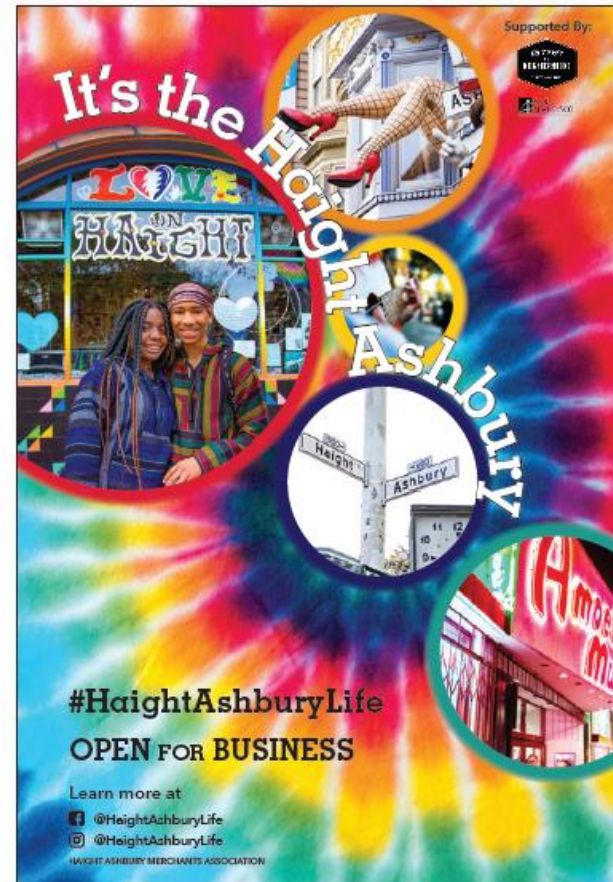
- Design artwork for Working Group to review
- Print posters
- Deliver to businesses

Considerations

- Posters can be hung in locations other than storefronts, including community bulletin boards or neighborhood hubs

Quantity

- 300 posters



Marketing Campaign

Package includes:

- 60 street pole banners (30 poles, 2 banners per pole)
- 1,000 Muni car cards
- One month of boosted social media posts
- 300 posters

**Want something different?
Tell us your ideas!**



OEWD's Office of Small Business

Learn about grants for small businesses

- Sign up for emails from the Office of Small Business
 - sf.gov/information/find-grant-your-small-business
 - Information on all grant programs that become available are sent to the subscriber list

OEWD Business Liaison

Jada Jackson

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Next Steps

Recurring Monthly Meetings

Next Meeting:
August 19

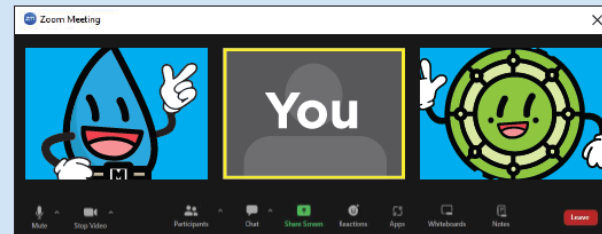
Recurring meetings:
Third Tuesday
of every month
at 9am



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

Making Upgrades

**SFPUC Geary Boulevard
Small Business Working Group**
Third Tuesday of every month at 9:00 a.m.



Join online Zoom meeting: <https://sfwater.zoom.us/j/83602416588>
Meeting ID: 836 0241 6588

Join by phone: (669) 900-6833

For more information: sfpub.gov/Geary Email: GearyUpgrades@sfwater.org

2025 Meeting Dates

JANUARY 21	FEBRUARY 18	MARCH 18	APRIL 15
MAY 20	JUNE 17	JULY 15	AUGUST 19
SEPTEMBER 16	OCTOBER 21	NOVEMBER 18	DECEMBER 16

Stay in Touch



GearyUpgrades@sfgwater.org



sfpuc.gov/Geary

Thank you!